

Priya Patel  
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Location: Mumbai, India

## SUMMARY

Dynamic Sales Executive with a proven track record of exceeding revenue targets in the B2B sector. Expert in lead generation, client relationship management (CRM), and strategic negotiation. Skilled at closing high-value deals and expanding market presence.

## CORE COMPETENCIES

- Strategic Sales Planning
- Lead Generation & Cold Calling
- Account Management
- CRM Software (Salesforce, HubSpot)
- Market Analysis & Reporting

## PROFESSIONAL EXPERIENCE

### Senior Sales Executive | Global Growth Corp

Aug 2022 – Present

- Surpassed annual sales quota by 150%, generating \$2M in new revenue.
- Managed a portfolio of 50+ enterprise clients, ensuring high customer satisfaction and retention.
- Led a team of 5 junior sales representatives, providing training on negotiation techniques.

### Business Development Associate | Sunrise Marketing

May 2020 – July 2022

- Identified and qualified new business opportunities through cold calling and email campaigns.
- Conducted product demonstrations for potential clients, effectively communicating value propositions.
- Maintained accurate sales records and pipelines using Salesforce CRM.

## EDUCATION

Bachelor of Commerce (B.Com)

University of Mumbai | 2017 – 2020

- Specialization: Marketing Management